Richard Stockton College of New Jersey
School of Business Internship Program

Developing and executing the logistics of an Internship Program at a Liberal Arts College

By Esther C. Lawrence
What is an Internship?

• An internship is an opportunity for students to blend academic study with practical work experience. The internship is supervised and spans an entire semester. It’s usually done in the student’s senior year and requires a 2.5 GPA.
Business Internships

- Borgata
- Revel Entertainment
- WEA—Warner Music Group
- Social Security Administration
- Fallon and Larson, LLP
- Stockton College
  - Administration and Finance
  - Athletics and Recreational Programs
  - International Services
- Sallie Mae Financial
- Scottrade
- Farley and Ferry Realty
- PJ Whelihan
- CBS Television
- Naval Aircraft Division
- Federal Aviation Administration
Process for Developing a Course

• Create an Internship Taskforce compiled of Faculty, Management and Staff
• Develop a relationship with Career Services
• Collaborate with Career Services to provide prospective interns with the workforce support
Commitment and Buy-in

- Establish an official course
- Recruit faculty to teach the course
- Promote the internship program through the website, flyers and information sessions
- Affiliation Agreement
Logistics

• Students schedule meetings with Career Services counselors to review their resumes

• Once approved, students independently conduct an internship search

• Career Connect, an online database, is an important resource
Logistics

• Once an internship is acquired, the employer has to fill out all the paperwork
• Internship spans the entire semester
• Biweekly progress reports and ongoing reflection
• Student and Supervisor Evaluations
• Grading criteria
Internship Site Visits

• Reach out to internship sponsors during the semester to monitor progress
Benefits

Students:

- The internship credits can count as an elective and towards graduation.
- Students benefit by gaining workplace experience to put on their resume.
- Many students are offered full-time jobs at the end of the internships.
Benefits

School/Program:

- Build lasting relationships with internship employers
- Well-rounded, experienced graduates enter the workforce, reflecting well on the college
- Strengthen partnerships between the college and community
Benefits

Employer

- Employers benefit from students' academic preparation, enthusiasm, creativity and technology skills
Overall Challenges

• Involves a lot of paperwork and follow up with students
  - Almost a full time position
• Some employers don’t want to pay the interns
• Course enrollment varies
  - Our threshold is 25
• Coordinating site visits
Recent Developments

- A service-learning student team from the Strategic Marketing course is collaborating with us to develop the following:
  - Brand the program
  - Design new posters and brochures
  - Update the webpage
  - Create an informational video
  - Develop a campus TV loop
  - Launch a Facebook page
Questions & Discussion

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